

J. BACON & SONS

ESTABLISHED IN 1845
INCORPORATED
We Give and Redeem Surety Coupons.

DO YOU KNOW ABOUT OUR HOUSEHOLD CLUB PLAN?

A Convenient and Dignified Method of Purchasing Household Requirements on Deferred Payments.

The outstanding features of this method are its convenience in making purchases without any considerable outlay of cash. The advantage of buying on the Club Plan during our various sales AT SALE PRICES. Whatever is the price of the goods to a cash or a charge customer, that is also the price to a Household Club Plan customer. There is positively no advance.

There are no "confidential arrangements." It is conducted upon an open basis with a fixed schedule of rates. The first payments and the monthly payments are the same to all.

SURETY COUPONS ARE GIVEN TO CLUB PLAN CUSTOMERS



Coffee Prices Lower

We offer excellent Coffee, 85c three pounds for
This means only another decrease over the old price for this Coffee. This is the best Coffee for the price on the market. Give us a trial.

JOHN M. MULLOY
212 WEST MARKET STREET.
Both Phones 1323 Established 1888

SWISS CLEANING

MEN'S SUITS

With Minor Repairs Free Saves Buying.

Carpets and Rugs Swiss Cleaned or Shampooed. Swiss Dyeing leads and pleases.

SWISS CLEANERS AND DYERS

INCORPORATED

Office 617 South Fourth. Plant 909 South Sixth.

DON'T FORGET THAT

GRAY-VON ALLMEN

Sanitary Milk Co.

INCORPORATED.

IS THE HOME OF PURE MILK

"ASK YOUR GROCERS."

A. L. GUNN

BAKER AND CONFECTIONER

ICE CREAM

1205 SOUTH SEVENTH STREET

HOME PHONE, CITY 6574

DOMESTIC -COAL- STEAM

We are miners and distributors of the best Eastern and Western Kentucky Coal produced, and can therefore furnish your requirements with the best satisfaction and lowest prices. Consumers will benefit by the purchase of their coal NOW. Let us have your order TODAY.

We operate three retail yards at Louisville and also ship anywhere. Special reduced prices on car load shipments.

HARVEY-JELICO COAL COMPANY

(INCORPORATED)

Yard and Elevator, Pope and Payne Streets.
Yard 1600 S. First Street. Yard Fifteenth and Magnolia.
Main 633, City 1456. Main Office 411 Starks Building.

Brighten Up Electrically!

Make your home hospitable and attractive this winter by the addition of attractive and correct lighting.

PORTABLES, FLOOR LAMPS, LIGHTING FURNITURE

ELECTRIC SPECIALTY COMPANY

INCORPORATED

Main 1890 528 WEST JEFFERSON City 897
Crystal Electric Washer and Wringer. Universal Farm Lighting Plants.

M. L. BANNON, President and Manager.

P. BANNON, JR., Vice Pres. and Treas.

P. BANNON PIPE CO.

Sewer and Culvert Pipe,
Bannon's Patent Lidded Pipe for Steam Conduits,
Wall Coping, Drain Tile, Vitrified Brick,
Fire Proofing, Flue Lining, Fire Brick
Grate and Boiler Tile, Fire Clay, Chimney Tops.

OFFICE 836 SOUTH THIRTEENTH STREET.

PHONES CITY 573-1786, CUMM. MAIN 507.

WORKS—Thirteenth and Breckinridge and Ninth and Magnolia.

STATEMENT

The Louisville Home Telephone Co.

REGARDING

NEW RATES FOR TELEPHONE SERVICE

EFFECTIVE JUNE 1, 1921

The Franchise of the Louisville Home Telephone Company expired in March, 1921, and under the law we are entitled to a new Franchise on terms that are fair and reasonable to our subscribers and to ourselves. The matter of an Ordinance applying for a new Franchise, as required by law, has been before the City for several months, but we have not been able to secure its passage, and the needs of the situation being imperative will not permit of further delay, which would menace the proper furnishing of service to this community. It has therefore become necessary for the Company to fix its own rates at what it considers fair.

The rates announced by the Company effective June 1, 1921, are those for which it applied to the City in its application for a new Franchise. They are based on an Appraisal of the Company's property by an Expert, whose figures were considered by the City authorities to be eminently fair.

Since our original Franchise was granted twenty years ago the Wages for Labor, cost of material, and Taxes of all kinds have increased greatly; expense for Labor has risen 300 per cent., 200 per cent. in the last ten years. No possible return could be made under the old rates, as indicated by the experience of the Government. The Company has paid no Dividend since October, 1919, and has earned none since 1918. What was paid in 1919 was out of money furnished by the Government under a guaranty. The Company is not now even earning its Bond interest.

The Company has for some time past been facing a demand for telephone service which it is unable to supply because its facilities have been entirely exhausted, and at this time there are more than one thousand citizens of Louisville unable to get telephone service. To adequately meet the situation it will be necessary to issue Stock or Bonds to finance the necessary extensions for new Switchboards and new lines, and Capital will not invest where there is no adequate assurance for a proper return.

The increased rates amount to less than seven cents per day on Business telephones and an average of less than three cents per day on Residence telephones. The Zone System has been abolished because the Company believes it fair to charge all subscribers alike.

The rates that have been fixed, effective June 1, are much less than the average paid by Subscribers in Cities of the same population as Louisville.

It is our endeavor to adjust telephone rates to make it possible for everyone to be connected who would add to the value of the service to those who use it, thus giving the greatest good to the greatest number.

We believe that the public is best served by our charging rates that will afford us enough money to maintain and operate our system properly, furnish a sufficient fund with which to rebuild or restore parts of the plant when worn out, and earn a fair rate of interest for the men and women who have their savings invested in our property. The rates fixed are just sufficient to cover a fair return on the value of the property actually used in the public service, and are not based on the amount of existing stock and bonds.

If this Company were yours you would want to give good telephone service, you would want to keep the property in good repair and expand it to meet the requirements of the public. You would want to pay sufficient wages to maintain an efficient and contented organization. We are striving to do all these things because we believe the public demands a good, dependable service, and we are confident that you will indorse our efforts to secure the revenue needed to enable us to fulfill our obligations.

The Louisville Home Telephone Company desires to express its appreciation for the co-operation and support of its many subscribers throughout the past twenty years, and it believes that these relations will be better maintained by the charging of an adequate rate for adequate service so as to insure an increased usefulness to its Subscribers and to the City.

New Rates, Effective June 1, 1921

EXCHANGE SERVICE

FOR CITY OF LOUISVILLE RATE AREA

Business—Single Line	-	-	\$6.00 Per Month
Residence—Single Line	-	-	\$3.50 Per Month
Residence—Two-Party Line	-	-	\$2.50 Per Month

For rates in Jefferson County and outside of the City of Louisville Rate Area: Business Single Line is increased \$2.00, Two-Party Line \$1.50, Four-Party Line \$1.00 per month. Residence Single and Two-Party Line is increased 50 cents per month.

The Company has mailed to every subscriber whose rate is affected a notice of the new rates with the provision that the continued use of the telephone service by each subscriber after June 1 will constitute a new contract with the Company for one month and continuing thereafter from month to month, but terminable after the first month on ten days' notice by either party, at the new rate for the subscriber's service classification, payable monthly in advance, but identical in every other respect with his old contract.

For any information as to rates, or any change in character of service if desired, telephone City 7500, Contract Department.

The Louisville Home Telephone Co.

INCORPORATED

By P. S. POGUE, President.

HERMAN STRAUS & SONS CO.

FOURTH AVENUE INCORPORATED MARKET STREET

BOYS' SUITS \$10

We are offering you these Suits at a very special price, just to advertise our Boys' Department. These Suits are made of good woolen materials, splendidly tailored and finished.

THE SPECIAL PRICE IS NOW \$10

The Crystal Optical Co.

611 S. Fourth 512 W. Walnut 741 E. Chestnut

MAKERS OF CORRECT FITTING GLASSES

Dr. A. W. Goldstein, Herman H. Goldstein, Chas. T. Kilmeier, Optometrists.



Where the Quick Meal Comes In

Where the home is brightest;
Where the work is lightest;
Where the meal is cooked best;
Where the range stands the test
—That's where the "Quick Meal" comes in.

Where work is quickly done;
Where cooking seems real fun;
Where baking gives so light;
Where drudge is out of sight
—That's where the "Quick Meal" comes in.



Quick Meal Gas Ranges Sold, Installed and Highly Recommended

GEHER & SON, 215 W. MARKET ST.

THE NAME KENTUCKY & INDIANA PRODUCTS COMPANY MEANS
PURE PASTEURIZED MILK AND DAIRY PRODUCTS
BUTTER A SPECIALTY

The customer will know that you watch his interests if you sell

K. & I. PRODUCTS

FOR SALE AT ALL GROCERS

KENTUCKY AND INDIANA PRODUCTS CO.

Incorporated

JACKSON AND FEHR AVENUE

BOTH PHONES 4282

GRAN W. SMITH'S SON

AL. S. SMITH, PROP.

Funeral Director and Embalmer

BOTH PHONES 810.

SOUTHEAST CORNER SIXTH AND ZANE STS.

J. J. BARRETT'S SONS

FUNERAL DIRECTORS
AND EMBALMERS.

822 East Main Street.

DOUGHERTY & McELLIOTT

1227 WEST MARKET STREET,

Funeral Directors and Embalmers

BOTH PHONES.

Cum. Main 2998-a

Home City 2998

City 3240.

Main 3240-Y.

L. D. BAX

Funeral Director and Embalmer;

717-719 E. CHESTNUT

LOUISVILLE, KY.